



SUZANNE HOWE
COMMUNICATIONS

“

Our expertise in *Cleaning*
and Facilities Management

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suzannehowe.com



“Our clients value our broad thinking and our experienced hand-picked team of experts.”

Founded by experienced PR professional Suzanne Howe in 1996, Suzanne Howe Communications (SHC) is widely recognised as a specialist trade PR and marketing agency.

SHC operates in four main sectors – cleaning and FM, food, and packaging. The talented SHC team also has experience in sustainability communications.

SHC includes a hand-picked team of professionals delivering PR, social media management, marketing strategy and content generation.

Clients have direct access to its combined knowledge and skills, and can be assured that the senior team give business direction and support at the level clients require.

SHC works with experienced marketing partners, offering clients integrated and creative PR and marketing campaigns, website design, exhibitions and digital marketing.

How can SHC benefit your business?

Positive impact

SHC is motivated by excellence, enthusiasm and broad thinking. Working in partnership with clients, SHC creates solutions which have a positive impact on a business.

Relationships with the media

SHC specialises in the food, packaging, cleaning and FM industries and has developed a wealth of experience and has unrivalled relationships with key trade and consumer media.

Experienced consultants

The business model for SHC is based around using only experienced consultants, including journalists, PR consultants and social media specialists.

The team has many years of experience across its key sectors, working for clients such as Kimberly-Clark Professional, Cleanology, Truvox International, Rawlins, Cleenol Group, P-Wave, and Biovate Hygienics.

In-depth knowledge

SHC constantly researches each industry we serve, monitoring trends, innovations and legislation.

Campaign planning

The SHC campaign planning process includes setting a communications strategy, objectives and tactics that aim to support business and marketing objectives.

Coverage reporting

SHC provides regular coverage reporting in co-operation with Ace Media, measuring audience reach across print and digital, domain authority, and brand mentions.

Account management

SHC has an account management process that ensures a planned and measured activity calendar with regular strategy reviews and evaluations of activity.



PR



SOCIAL
MEDIA



EVENTS



DIGITAL
MARKETING



DESIGN



PHOTOGRAPHY

Our clients

Over the past 28 years, Suzanne Howe Communications has worked with many different companies within the cleaning and facilities management sectors.





“ What our clients say... ”

“ It is great to have you onboard and we have been thoroughly impressed with the service and output so far. ”

“ You get us into the right places and sometimes when we are not expecting it. ”

“ SHC has been instrumental in putting together a comprehensive launch for our latest product range, working expertly to get it off to the best start. ”

“ The added value that SHC brings in terms of contacts / ideas is much welcomed. ”

“ The review meetings are very detailed, so we know where we are and where we are going. ”

“ We have been very happy with the service we have received so far. ”

“ Informative, engaging, helpful, supportive and know your stuff. ”

“ You are our 'go to' PR company. ” ”

“ We need to have a voice in the industry and our relationship with SHC does that over and over. ”

Case Studies

From awards schemes, through product launches, to events and business development stories, SHC delivers wide-ranging and measurably effective PR campaigns for clients in the cleaning and facilities management sectors.

For more case studies, visit www.suzannehowe.com

The elite of the cleaning and FM industry were recognised at the 2022 Kimberly-Clark Professional™ Golden Service Awards.

Awards were presented to winners across 19 categories at a formal ceremony on 26th May at the InterContinental London Park Lane, hosted by one of the UK's favourite comedians, Ed Byrne.



For the past 16 years, Suzanne Howe Communications has organised the **Golden Service Awards for Kimberly-Clark Professional™**. Created over 30 years ago, the biennial awards scheme is today one of the most prestigious events and sought-after accolades in the FM and cleaning industry.

The event provides the opportunity for FM companies, contract cleaners and in-house cleaning teams to showcase excellence and set the benchmark for exceptional standards. Today, this industry provides front-line essential workers across business sectors, all of which are recognised and celebrated at the Golden Service Awards.



SHC helped floorcare expert **Truvox International** establish its importance in the care sector, through the delivery of effective and efficient cleaning solutions.



SHC gained coverage about how pioneering start-up **Biovate Hygienics** has pledged to become the country's 'go to' brand for sustainable and carbon neutral cleaning products, while announcing a trio of new hires to help propel it into its next stage of growth.

SHC announced award-winning commercial cleaning firm **Cleanology's** acquisition of one of the largest cleaning contractors in North-West England, **TC Bibby & Sons** (right).



Towards the end of 2023, as part of a major new earlier diagnosis drive, NHS England chose to partner with **P-Wave** to create an awareness campaign to encourage men to consult their GPs if they saw blood in their urine. SHC gained major coverage in the FM and cleaning trade media.

SHC announced the appointment of former intern **Craig Bowman** (right) as **Kimberly-Clark Professional™** General Manager, UK & Ireland.

For more news from SHC, visit www.suzannehowe.com



SHC raised awareness of **Werner du Plessis** becoming the new MD of **Rawlins**.





For many years, Suzanne Howe Communications has provided PR services to **Kimberly-Clark Professional™** (KCP).

In the year that Kimberly-Clark celebrated its 150th anniversary, it decided to exhibit at InterClean Amsterdam 2022, and asked SHC to add value, via PR both before and at the event. The key objective was to promote the theme: “Building a Brighter Tomorrow. Together”.

At the event, KCP wanted to showcase how the company can be a sustainability partner and help to make a difference for people, businesses and the planet with its products and services.

Selected journalists from key UK and German cleaning media were invited to visit the stand for an exclusive preview of the new Kimberly-Clark Professional **ICON™** Dispenser Collection – a stylish new range of dispensers which offer washroom users control without compromise by delivering game-changing hygiene combined with a new standard of performance and experience.

These visits built and enhanced relationships with these leading media outlets which will bring many benefits in the future. These meetings also resulted

in coverage being generated in the UK and German media, which was promoted further on social media channels. Circulation in the media alone resulted in a combined reach of over 135,000, and 40 brand mentions.

Under the banner: “Better Care for a Better World”, KCP engaged visitors in an interactive experience showcasing how its industry-trusted brands and solutions – including Kleenex®, Scott®, and WypAll® – deliver on quality and performance, while enhancing productivity and well-being.

InterClean 2022 also provided the opportunity to introduce the RightCycle™ Programme. The recycling of old dispensers and used hand towels helps businesses achieve their zero waste to landfill goals, with no upfront costs or additional labour – making it as easy as throwing them away.

SHC also helped to organise a panel discussion on 11th May, called: Bringing the Industry Together, hosted by Kimberly-Clark Professional™.





For many years, Suzanne Howe Communications has helped leading London-based commercial and office cleaning company **Cleanology** to tell its wide-ranging and ever-evolving sustainability story.

Key goals and achievements that SHC has communicated to the media have been:



2016 saw Cleanology's entry into the market with Europe's first biotech wipe for tablets and mobile phones, and pre-portioned cleaning fluids and floor cleaner in sachets.

In 2017, Cleanology was shortlisted in the Workforce category of the European Cleaning and Hygiene awards, recognising excellence in employee relationships, training and diversity.

2018 saw Cleanology winning the Environmental Awareness category in the biennial Kimberly-Clark Professional Golden Service Awards.

In 2019, Cleanology revealed research into real attitudes to rates of pay, with almost two-thirds of employees concerned that cleaners should be paid fairly. Cleanology is a passionate advocate of the Real Living Wage and initiated the research to explore

the attitudes both to wage levels and to perceptions around cleaning operatives' pay.

In 2020, Cleanology became the first to kit staff out in uniforms made from 7,000 plastic bottles.

Later that year, Cleanology gave 20,000 people the chance to alleviate hygiene poverty by teaming up with The Hygiene Bank for the UK's first National Hygiene Week – to raise awareness about hygiene poverty and distribute personal hygiene and cleaning products to those in need.

Cleanology has continued to support and raise funds for The Hygiene Bank and from 2020 to 2023 has raised over £67,000.

2021 was when Cleanology went electric, when following a deal signed with Nissan, it took delivery of its brand new all-electric London fleet. Later in 2021, Cleanology's long term commitment to fair pay in the cleaning industry resulted in a win at the prestigious Living Wage Champion Awards.

In 2022, Cleanology then joined the Living Wage Foundation's Recognised Service Provider (RSP) Leadership Group. The group acts to encourage wider take-up of fair pay, and to make the accreditation scheme more effective.

In January 2024, we announced that Cleanology had strengthened its senior leadership team as it positions itself for a new era of growth.



Meet our core FM & Cleaning team

SHC's business model is based around using only experienced consultants, including journalists and social media specialists.



Suzanne Howe

Founder and Managing Director

Suzanne started SHC in 1996. Prior to this, she worked in three top London PR agencies across a broad range of clients in the food and packaging sectors.

Over the last 28 years, Suzanne has developed a network of highly talented specialists, including PR consultants, social media experts, designers, journalists and photographers.

In her spare time, she enjoys cooking, socialising, dog walking and going to the gym.



Bill Bruce

Senior Consultant

With over 40 years' experience, Bill is an all-rounder who started his career as a graphic designer, before moving into marketing, PR and journalism. For the past 20 years his main focus has been the food and beverage industry with a particular interest in packaging and environmental sustainability.

Stephanie Sergeant

Account Director

Stephanie has more than 25 years experience in PR. As happy working with big global brands as she is internet start-ups, she approaches all of her work with real gusto to maximise both results and fun. As a Northern lass, she loves a good brew, pie, and woolly hat.



Jonny Sharp

Media Relations Consultant

Jonny has a wealth of experience in B2B and B2C PR across a range of sectors. He is a former national newspaper and magazine journalist, with highly developed 'news sense' and 'selling in' know-how. His expertise includes writing press releases, case studies and thought leader articles.



Philippa Browning

Public Relations Consultant

Philippa is a PR consultant with 25 years' experience with a London agency background. She is a business to business specialist, spearheading launches and on-going programmes for a wide variety of clients, primarily in FMCG, each receiving a tailored service.



Deborah Sparkes

Account Manager

Deborah provides invaluable support to the SHC account teams, helping them to keep up-to-date with press features and key industry events. Having been on the SHC team for more than a decade, she knows the media and key contacts that enable us to maximise all PR opportunities to the full.



Want to start a conversation?

We are *passionate* about building communications strategies and adding value to clients, from *local start-ups* to *global corporations*.

SHC can provide clients with a *broad range of skills*, from marketing to events planning, to meet the needs of a rapidly evolving communications environment.

- We know you're always looking for ways to improve your business.
- Have you thought about getting more expert help to share your messages more effectively?
- We will help take your business to the next level.

Let's talk!

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